

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter discloses some related literatures connect to the research in terms of *Instagram*, features of *Instagram*, abbreviation, types of Abbreviation, and functions of Abbreviation.

#### 2.1 Instagram

*Instagram*, literally new social media which aims to help its users to share their daily information by uploading pictures and videos easily (Hu et al., 2014). Hochman & Schwartz (2012) reveal *Instagram* has been operating through *smartphone* and laptop, and awesome posting can be achieved by giving filters provided by *Instagram* (as cited in Ting, 2015). Hence, these 2 statements are supported by Herman (2014). He states *Instagram* facilitates users to publish their awesome moments that have been documented in the form of pictures and videos, and it can be installed freely on Play Store for *Android*, and Apps Store for *I-Phone*.

Taken from the statements above, it can be concluded *Instagram* has 2 general strengthness, as follow: connects to other *Instagram* users in the world as they want to connect, and picture and video media for sharing. According to *Instagram* (2017), Kevin Systrom is a *CEO* (Chief Executive Officer) and co-founder of *Instagram*. *Instagram* launched on October, 2010 and started to release on April, 2012. In addition, *Instagram* facilitates kind of filters for both pictures

and videos to edit and enhance the capacity of the posted pictures and videos (Herman, 2014).

Highlighting the usefulness of operating *Instagram*, Ting (2015) argues *Instagram* has some functions to users as follow; a) describing daily activities, b) finding friends, c) exploring the interest places easily, and d) upgrading popular trend.

## **2.2 Features of Instagram**

Based on the research conducted by Islami (2017), the features of *Instagram* can be described as follow:

### **2.2.1 Followers**

Follower is a user account that follows other *Instagram* accounts and able to see the updates including posted pictures and videos, replying the story, giving like for comments, giving like for the posted pictures or videos, and leaving comments on *Instagram* comment columns.

### **2.2.2 Instagram Story**

*Instagram* story is the feature which shows the up to date information and shared to the other users, it is the most feature used nowadays. It is supported by Bradford (2018), she states *Instagram* story is accessed by over 250 million users everyday. *Instagram* Story offers users to indicate pictures and videos in 24 hours. Followers who viewed *Instagram* story called as viewers. But lately, according to detikiNET (2017), *Instagram* launched 2 newest features namely Stories Highlights and Stories Archive (as cited in Josina, 2017). Stories highlights aim to gather stories which have been shared into one; the place is

between profile and posted pictures and videos. Stories highlights appear as long as users want to be shared; it also can be appeared by creating it first. Stories archive is a set of stories which have been uploaded, it is saved by *Instagram* automatically and only the user account who is able to see the archive. The following statements will discuss about the functions of *Instagram* story (Ebook, 2017), and also its parts (Bradford, 2018).

#### **2.2.2.1 Functions of Instagram Story**

- a. Tell an unforgettable moment;** a very great moment can be immortalized by saving in stories highlights and stories archive.
- b. Find out when followers are online;** it can be appeared in Direct Message, there will be active for the users who are online.
- c. Text, drawing tools, and stickers;** it helps to creates the unique thing which is put in the posted pictures or videos.
- d. Gain more insight about audiences;** by viewing *Instagram* stories, it makes the viewers know about the characteristic, activity, hobby, and anything related to that user.

#### **2.2.2.2 Parts of Instagram Story**

- a. Boomerang:** it creates a very short and quick video, and played repeatedly.
- b. Hands-free:** it helps to take video by only holding the button in once.
- c. Live video:** a facility provided by *Instagram* with purpose to let the followers know the activity which is happening in directly. There will be notification to the following that is being lived. Live video also can be saved

and shared if user desires to share, it has purpose to let the followers who did not join the video in live in order to know and see the event which has been shared. Nowadays, *Instagram* story provides duet live. It can be applied by 2 *Instagram* users in one live video.

- d. Rewind:** it plays videos in backward.
- e. Date sticker:** it shows when the date of the pictures or video documented.
- f. Hashtag:** it aims to mention the thing in the form of food, place, artist, fashion, and many more related to the story. If the hashtag clicked, it will show the thing that is searched by typing hashtag, and it links to the user who also uses the same hashtag.
- g. Pin:** it is used to move the stickers and appeared in the time what users want.
- h. Text icon:** a writing style consists of colours and types.
- i. Smiley face icon:** it provides a set of filters, it can be found on live video, normal, boomerang, rewind, and hands-free. *Instagram* always adds the new things in this part. It can be applied if *Instagram* has been upgraded. This smiley face icon is created to make a cuteness video.
- j. Drawing Tool:** it functions to write or draw is like paint. It also can be created by the colours as users want.
- k. Tag somebody:** sometimes, called by *aroba*. It aims to mention the other *Instagram* user account name which is meant by user to let them know about the story. Tag can be done by typing @ symbol, followed by the *Instagram* account.

**l. Share Stories in Direct Message:** it facilitates users to share other users' stories and automatically sent in Direct Message.

**m. Story Reply:** it purposes to give comments the posted story of *Instagram* following.

### **2.2.3 Direct Message**

It is same as other chatting applications, which has purpose to link others. It can be used as a group, chat conversation, and personal chat.

### **2.2.4 Uploading Pictures and Videos**

This is literally the most popular purpose of operating *Instagram*. According to Herman (2014), 612 x 612 pixels is the size arranged by *Instagram*. There are two options for uploading pictures or videos: (1) *Instagram* provides camera for taking picture and video for taking video. (2) Camera on device, which is taken from the gallery on device.

### **2.2.5 Edit Photos**

This feature can be found automatically before uploading process. Over the time, *Instagram* provides forty kind of editing tools to enhance the quality of the picture or video. The kinds of filters offered by *Instagram* are *clarendon*, *gingham*, *moon*, *lark*, *reyes*, *juno*, *slumber*, *crema*, *ludwig*, *aden*, *perpetua*, *amaro*, *mayfair*, *rise*, *hudson*, *valencia*, *x-pro II*, *sierra*, *willow*, *lo-fi*, *inkwell*, *hefe*, *nashville*, *stinson*, *vesper*, *earlybird*, *brannan*, *sutro*, *toater*, *walden*, *1977*, *kelvin*, *maven*, *ginza*, *skyline*, *dogpatch*, *brooklyn*, *helena*, *ashby*, and *charmes*.

### 2.2.6 Caption

A description related to the posted picture or video. *Instagram* caption contains of 4 parts: emoticons, *aroba* (@), *hashtag* (#), and verbal expression.

The first is emoticon. It represents a facial expression. By giving emoticon, the feeling or mood of the user can be known by the followers, because emoticon represents feeling or mood. The second is *aroba* with @ symbol in the starting. It aims to mention other users, *aroba* lets that users who are mentioned know and see the posted pictures or videos. *Aroba* is not only can be applied on caption, but also on *Instagram* column comments. The third is *hashtag*. *Hashtag* is the form of # symbol and put at the start. By using hashtag in the caption, it will easily gain followers and likes. *Hashtag* helps to gain certain information includes the thing which is searched, for example “#food” it will be shown the posted pictures or videos related to the food, and it links to all users who use the hashtag #food. The fifth is verbal expression. Caption consists of verbal expressions; it gives statements related to the pictures or video posted by users. Verbal expression functions to clarify posted picture or video through writing.

### 2.3 Abbreviation

Mangrum and Strichard (2012) states abbreviation is set of words which changed into abbreviation with the purpose to ease the communication (as cited in Dewi, 2013). Abbreviation eases readers in reading all about writing; very useful for those who read the note keeping, *e.g.* “UK” means United Kingdom (Collard & Royal, 2015). Moreover, Cannon (2011) argues that abbreviation is collected from the two words or even more than two words, functions to make easier in communication in both speaking and writing. These 3 statements are supported by

opinion of Kuzmina, Fominyakha, & Abrosimovaa (2015), they mention abbreviation consists of words, it is cut become abbreviation which has connectivity with the original words, and used to briefness. The result data of abbreviation words are pronounced separately (Cannon, 2011).

From the statements of the experts above, it can be concluded that abbreviation is the result of abbreviating the words.

## 2.4 Types of Abbreviation

Here, researcher finds some types of abbreviation by some related studies. The types of abbreviation argued by Zadok (2002), Andrew (2017), and two more experts as cited in Irawan (2017), they are Schendl (2001), and Weakly (2006). These 4 experts will be used for guidance in determining the types of abbreviation in this research.

The First study comes from Zadok (2002); he mentions the types of abbreviation as follow;

- a. **Acronym Words:** originally from some words, and changed into 1 word, *e.g.* the word “NASA”, followed by “National Aeronautics and Space Administration”.
- b. **Clipped Compound:** set of different words, and combined into one, *e.g.* sitcom← Sit (uation) + Com (*edy*).
- c. **Clipping:** it is originated from only 1 word, and cut some letters in the back *e.g.* Rob (<Robert).
- d. **Hypocoristic:** abridged personal names, it used for nickname, example “Samantha” becomes “Sam”, and “William” meaning “Willi”.

The second research is conducted by Andrew (2017); he reveals types of abbreviation are divided into 4 as follow;

- a. **Initialism:** consists of more than 1 word, always taken from the first letter of each word to become initialism, and read by letter. Here are the examples related to initialism; “*MUA*” stands for “Make Up Artist”, *PLC* meaning “Public Limited Company”, and “*ATM*” meaning “*Automatic Teller Machine*”.
- b. **Acronym:** Originally from several words, taken for only the first letter, and pronounced as one word. The statements below are the examples of acronym words; *RAM* stands for “Random Access Memory”, and *SIM* meaning “Subscriber Identification Module”.
- c. **Shortening:** it is allayed whether in the start or in the end of the word. There are 2 types:
  - c.1 Type 1 shortening. This type used in both written and speaking. It can be pronounced as the shortening, or the original word, examples; 1) *ad*: advertisement, 2) *app*: application, 3) *flu*: influenza, and 4) *blog*: weblog.
  - c.2 Type 2 shortening. It is only used in writing, pronounced as the full version of the word, examples; 1) *Feb*: February, 2) *sat*: Saturday, and 3) *etc.*: et cetera.
- d. **Contraction:** It abbreviates word by omitting letter that is placed in the middle. Contraction consists of 2 parts as follow;



d.1 Type 1 Contraction, it contains of only 1 word, and some letters that are placed in the middle letter are removed, examples: Dr; Doctor, Govt; government, St; Saint, and Mr; Mister.

d.2 Type 2 Contraction, it consists of 2 words. This type removes the letters in the second word. Apostrophe is used to mark the removed letters: I'm; I am, they'll: They will, I'd: I would.

The third study comes from Weakly (2006); he argues the types of abbreviation consist of four types, they are:

- a. **Clipping word:** Process of removing letters in a word, clipping word conducted as a common language in informal situation in both speaking and writing), and the original word used as formal context in form of speaking and writing. For example, fax = facsimile, zoo= zoological garden.
- b. **Acronym:** the type which is able to be pronounced, *e.g.*, “*AIDS*” is an acronym for Acquired Immune Deficiency Syndrome, and “*BASIC*” is stands for “Beginner’s All purpose Symbolic Instruction Code”.
- c. **Initialism:** written by capital, pronounced each letter separately, *e.g.* “British Broadcasting Corporation” is abbreviated to *BBC*, not *BBc*.
- d. **Contraction:** It removes the letters in the middle, it consists of two types;
  - 1. It defaces some letters that placed in the middle of the word, example: “*Dt*” for “*Datuk*”.
  - 2. Uniting the two words into one word, and put apostrophe in the middle of the two words, *e.g.* “*I’ve*” for “*I have*”.

The fourth research is brought by Schendl (2001). He states types of abbreviation are classified into:

- a. Clipping word:** a process of cutting the words, it cuts to make simple the fixed clipping word, e.g. *Prof* (*Professor*), and *Ad* (advertisement).
- b. Blend:** combining the two words into one new word whose meaning is often a combination of the original words. It is popular to be used in both informal speaking and writing, e.g. “*Brunch*” (Breakfast+ lunch), “*Spanglish*” (English+ Spanish).
- c. Acronym:** set of words, they are chosen as major part of the original words, merge the letters become new word, and read as 1 word, e.g. “*OPAC*”; it stands from “Online Public Access Catalos”.
- d. Initialism:** it gives the name for something that is still pronounced separately, e.g. *IRS* (Internal Revenue Service).

## 2.5 Functions of Abbreviation

Abbreviation usually conducted to write the important key terms in medical, science, technology, engineering, pharmacy, and many others to ease the understanding in reading the terms (Kilshaw, 2010). Mangrum & Strichard (2012) reveal abbreviation thrifts space. It results a very short word, easy to write, and no need to take many places and times in writing (as cited in Dewi, 2013). Kostina (2015) mentions the purpose of abbreviation is to reduce the long words, to make simple words, and curtail the words, e.g., the word “*OOTD*” is formed of “Outfit of The Day”, and word “*COD*” stands for “Cash on Delivery”.

From the definitions of abbreviation above, the researcher concludes that abbreviation is shortened words that originally from more than two words, which overall aims to make people easier in writing or even in speaking. Abbreviation also follows the era, so people who understand abbreviation especially the original abbreviation words, it is called as cool. From the experts used in this research, abbreviation can be categorized into 8 types: acronym, clipped compound, clipping, hypocoristic, initialism, shortening, contraction, and blend.

